

San Diego City, State and Federal Agencies Help New York

Local Agencies Offer Advice to Help Impacted Businesses; Increase Services to San Diego Businesses

Businesses in New York are suffering extreme impacts of the recent terrorist attacks on America and San Diego City, state of California, and federal agencies are offering advice and sharing program information, as well as local resources, to help New York officials help their businesses.

New York's Empire State Development Corporation, that state's business development agency, recently requested assistance from cities across the country to share successful program ideas and strategies to help impacted businesses and specifically reinvigorate the enormous tourism industry in New York City.

In response, the City of San Diego's Community and Economic Development Department

shared information on its many unique and award-winning small business assistance programs. The state of California's Technology, Trade and Commerce Agency also provided expertise to New York officials on large-scale relief efforts, including disaster response bridge loans and special enterprise zones to encourage business development in New York City.

The U.S. Small Business Administration (SBA) has a major disaster relief loan program to assist businesses and residents in the New York area. Also, with support from its San Diego District Office, SBA worked in partnership with the state of California to redirect more than

\$1 million originally earmarked for California to New York City's Small Business Development Center. The transfer of funds will not substantively impact California's services, but will significantly help New York area businesses.

Help for San Diego Businesses

San Diego's business community has been indirectly but substantially affected by the attacks. The City's newly created Small Business Advocacy Program (see story in this issue), which provides additional support and troubleshooting assistance for area businesses, is now operational.

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City's Foreign Trade Zone Offers Major Business Incentives

The City's Foreign Trade Zone, also known as FTZ #153, can be described as a "Duty-Free Island" serving the local trade community as a powerful cash management tool for firms engaged in international trade. The Foreign Trade Zone is located in Otay Mesa at the U.S.-Mexico border and allows users to defer, reduce or even eliminate duty fees and taxes on imported or exported goods. Many different types of companies use Foreign Trade Zones, and 70 percent of the users are small businesses. Types of users include importers, manufacturers, distributors and exporters of imported merchandise and/or products containing imported merchandise.

The City of San Diego offers the business community affordable space at its Public Warehouse operated by



Metro International Trade Services within the zone. Firms may also become sub-zone users for manufacturing or off-site users of the general-purpose zone for warehousing and distribution. For more information, contact the City's Foreign Trade Zone program at (619) 533-7512 or visit www.sandiego.gov. Businesses may also contact the City's zone operator, Metro International Trade Services, at (619) 661-6700 or visit www.metroftz.com.

City Offers Advocacy and "Troubleshooting" Assistance to Small Businesses

In an ongoing effort to improve City services, create a more business-friendly environment, and assist businesses that are being impacted by the slowing economy, the City is providing increased advocacy and troubleshooting assistance to small businesses through its new Small Business Advocacy Program. Housed in the Office of Small Business (part of the City's Community and Economic Development Department), the new program provides a voice for small businesses and a "go-to" person (the Small Business Advocate) to assist with problems involving permitting, zoning, regulatory challenges and other issues impacting the success of small businesses.

"This new service is essentially designed to enhance our advocacy efforts on behalf of small businesses," said Hank Cunningham, director of the City's Community and Economic Development Department.

"Advocating for businesses is not new among our services, but we've now added resources specifically for small business concerns. If small businesses are having difficulty with permits and regulations, we want them to have a troubleshooter in the City who will work to resolve the issues."



As business owners know, there are numerous agencies involved in permitting and regulating business operations. While the City may not be able to solve every problem facing small businesses, this new advocate works with regulatory departments within the City and other government agencies to ensure that San Diego's small businesses are provided the necessary assistance from start-up to expansion. The City's Small Business Advocate will also serve as a resource to the City's Small Business Advisory Board, which advises the Mayor and City Council on policies and regulations that affect the ability of small businesses to succeed in San Diego.

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Expanding or Relocating A Business?

Is your business growing or moving to a new location in the City of San Diego? Congratulations! We're happy that your company is helping to boost our economy and provide jobs for San Diegans. But, as you expand, there are a few questions you may want to ask the City and other agencies. For example:

- ▶ If I expand my business, are there any new land development requirements?
- ▶ Will I have to add more parking?
- ▶ Do I need a building permit to remodel?
- ▶ Are there any low-interest loans or other assistance available?
- ▶ Will the fire code require more exits, sprinklers or safety equipment?
- ▶ What about access for persons with disabilities?
- ▶ How much are the Development Impact Fees?

The City of San Diego wants your business to succeed — it benefits all of us. So, before you expand, talk to a contractor, engineer, architect or other design professional, along with City staff members. They're there to help you find out what's needed. And, after you've learned about the requirements, you may need to hire a professional to help you in drawing up plans or other necessary documents. These requirements help your



business be a safer, better neighbor, and preserve the beauty and character of San Diego.

Remember, there's more to think about than just Location! Location! Location!



and health regulations: contact the **San Diego Regional Permit Assistance Center** at (619) 236-5938.

▶ Business Development Assistance: Help for small business activities, permit troubleshooting, technical and financial assistance for businesses and related business retention incentives: contact the **City's Office of Small Business** at (619) 685-1390.

Who to Contact for Typical Projects:

- ▶ Permits for construction, driveways, signs, electrical, plumbing and gas work, zoning, parking and land use regulations: contact the **City's Development Services Department** at (619) 446-5000.
- ▶ Fire code, hazardous materials inspections and exiting requirements: contact the **City's Development Services Department** at (619) 446-5440.
- ▶ State and county requirements, environmental

This important information is brought to you by the City of San Diego's **Neighborhood Code Compliance** and **Development Services** departments. Both departments, along with the Community and Economic Development Department, are working in partnership to ensure that businesses have access to information that will help them succeed and avoid code compliance complications. For more information on **valuable code compliance and permitting resource information**, visit the City's web site at www.sandiego.gov.

Looking for Government Contracts? Local Center Provides Access and Training



Government contracting is big business. There are more than 135 federal, state and local government agencies in the San Diego region that spend approximately \$10 billion per year on all types of goods and services. This represents a prime opportunity for San Diego companies to tap into this special market.

The question for many is, "How?" Businesses interested in obtaining government contracts have a valuable resource in the San Diego Contracting Opportunities Center, one of 90 Procurement Technical Assistance Centers across the United States.

This non-profit organization is a program of Southwestern College Foundation and is partially funded by the City of San Diego's Small Business Enhancement Program, other government agencies and the U.S. Department of Defense. The Center educates small businesses on how to do business with federal, state and local government agencies. Services include individualized procurement and contracting counseling, bid application assistance, specialized training workshops, electronic bid-finding services, and a construction bid-plan room.

Since 1995, Center clients have been awarded more than \$65 million in government contracts and assisted in retaining and creating more than 1,600 local jobs. For more information or an application for these free services, contact the **San Diego Contracting Opportunities Center** at (619) 285-7020, sdcoc@pacbell.net or visit <http://home.pacbell.net/sdcoc/>.

Business Counseling Free for the Asking

Local Agency Provides Confidential Counseling to San Diego Businesses



Need to polish up that business plan or develop a strategy to enter a new market? Free help is available from the Service Corps of Retired Executives (SCORE). A national association and a resource partner of the U.S. Small Business Administration, SCORE consists of retired executives who have many years of experience in the business world. Existing businesses may obtain specialized or team counseling by calling **SCORE** at (619) 557-7272. This counseling is available at the business location. SCORE also offers other services to businesses, including a comprehensive business resource center and a wide array of low-cost workshops on business-related topics. For more information, contact **SCORE** at (619) 557-7272 or visit www.score-sandiego.org.

From page 1, **New York**

The **San Diego Convention & Visitors Bureau** adopted a strategy to increase tourism from regional markets and launched a campaign to encourage San Diego County residents to rediscover San Diego and essentially be a tourist in our own back yard by patronizing local shops, restaurants, hotels, and attractions.

Local businesses adversely impacted by reservist call-ups may also apply for a special **SBA Economic Injury Disaster Loan**, a working capital loan at 4 percent that can be

used to pay fixed debts, payroll, accounts payable, and other bills that cannot be paid due to the current situation. In addition, SBA is asking its lenders to be particularly flexible in servicing existing loans to impacted businesses. For more information on these special loan programs, contact **SBA's finance chief** at (619) 557-7251, ext. 1116.

For general information about business assistance programs in San Diego, visit the City's web site at www.sandiego.gov and click on "business."

From page 1, **Troubleshooting**

The Small Business Advocacy Program will also complement the City's existing Business Expansion and Retention Program, which has provided advocacy and assistance to targeted industries that produce a significant number of jobs and strengthen the regional economy. To obtain troubleshooting assistance for your small business, contact the **City's Small Business Advocate** at (619) 685-1386.

HOW YOU CAN HELP

The White House has endorsed a comprehensive Internet-based, online donation project called **LibertyUnites.org**. This donation project provides people with a simple, convenient and trustworthy way to give online and to learn more about the relief effort and related public activities. It includes click-and-give connections to the most reliable and trusted organizations supporting the relief effort — organizations and information vetted by local, state and federal agencies. Charities were selected in collaboration with the State of New York, New York City, Office of the Governor of New York, the Commonwealth of Virginia, and the Virginia Emergency Response Team. The project can be reached at www.LibertyUnites.org.

The **City of San Diego's** web site also features links to organizations providing assistance to those affected by the terrorist attacks. In addition, the City's site includes updated information on local security measures, City operations, local assistance efforts, and other related information. Visit www.sandiego.gov and click on "San Diego's Response."

Save Energy and Money Through the "EZ" Turnkey Program

If you own or operate a small business, the SDG&E "EZ" Turnkey program can provide you with significant rebates for installing energy-efficiency measures. By installing multiple measures, you can qualify for additional rebates. Participation is easy!

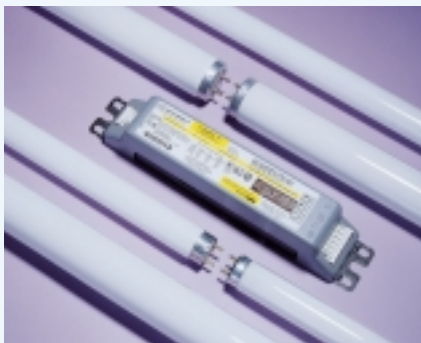
Who Can Participate?

Businesses that use under 50 kilowatts of electricity a month (equivalent to about 9,500 square feet) including family-owned businesses, not-for-profit and community-based organizations, and businesses located in state-designated enterprise zones and specific ZIP codes. For eligibility, call 1-800-411-7343 or check the SDG&E web site at www.sdge.com and click on the Energy-Efficiency Center.

Qualifying Measures

Each customer can receive up to \$10,000 in rebates per calendar year for installing: compact fluorescent fixtures, LED exit signs, photocell lighting controls, occupancy sensors, T-8 fluorescent lamps with electronic ballasts, time clocks, setback programmable thermostats, reflective window film, weather-stripping and pipe insulation. All installations must be completed by December 14, 2001, to be eligible for rebates. Funds are available on a first-come, first-served basis.

Other Choices If you don't qualify for the Turnkey program, you may qualify for rebates



T-8 Fluorescent Lamps

through SDG&E's Express Efficiency Program. More information about this program can be found on SDG&E's web site or by calling 1-800-411-7343.

BIG ENERGY REBATES AVAILABLE



Beginning October 1, SDG&E will offer new rebates that can help small- and medium-sized businesses cut financial and energy costs. The biggest rebate — \$250 — is for residential-sized refrigerators used at business locations. Other rebates are for high output lighting (\$150/fixture) and reflective window film (\$2.50/square feet). These rebates are only good for the next several months. All measures must be installed by December 14, 2001. For more information, call 1-800-644-6133.

GRANTS DO EXIST

Looking for Free Capital to Develop a Technology? Local Agency Can Help!



Each year, billions of dollars are set aside by the U.S. government, the state of California, and private organizations to assist high-tech companies succeed and grow. The **San Diego Regional Technology Alliance**, a local agency supported by the state of California, City of San Diego and private partnerships, can provide local businesses with up-to-the-minute information about these funding opportunities.

So who can get a grant? There is funding available for real technology development. Generally, that includes developing something that does not presently exist but which furthers science or mankind — like innovative electronic components that operate effectively in space, or new approaches to disease prevention, or alternative fuel technologies. Although some grants do require that the basic research and development promise future commercial value, many grants are strictly for scientific research with only limited application.

The Alliance provides targeted grant searches including, but not limited to, nonprofit and development activities: biomedical services, biotech/pharmaceuticals, electronics, Internet/e-commerce, optics, environmental technology, telecommunications, software, transportation technologies and other technologies.

Many of San Diego's high-technology companies have already taken advantage of this unique opportunity. The Alliance's Grant Search Program is helpful for any large or small company that is looking for capital to grow. With each grant search, businesses receive detailed information regarding whom to contact, description of the grant, objectives, deadlines and requirements. For more information, contact the **San Diego Regional Technology Alliance** at (619) 615-1050 or visit www.sdrta.org.

Business Briefs

SAN DIEGO IS SECOND LARGEST RETAIL MARKET IN STATE

San Diego is the second largest retail market in California, according to the recently released California Retail Survey. The survey ranked the top 100 city retail markets in California, based on 1999 retail sales. San Diego had more than \$9.93 billion in retail sales in 1999. Los Angeles ranked as the largest market. For more information, visit <http://california-retailsurvey.netfirms.com/index.htm>

SAN DIEGO AMONG TOP 10 PLACES TO DO BUSINESS/ADVANCE ONE'S CAREER

San Diego ranks as the eighth best place to do business or advance one's career out of 200 major cities in the nation, according to a new report by *Forbes Magazine* and the Milken Institute. The rankings measure eight categories, including wage and salary growth, job growth and high-tech output growth. The list shows where the economy is growing and business is booming. The report used data primarily from the federal government.

DEVELOPER DONATES \$210,000 FOR HOMELESS FAMILY CENTER

The City will receive a \$210,000 donation from Bosa Development California Inc. for the Cortez Hill Family Center project. When completed this fall, the center will provide short-term, transitional housing for homeless families and offer a variety of services. Bosa has also challenged other developers to contribute. To date, the City has received commitments of more than \$1.93 million of the \$3.7 million needed to convert the former Days Inn into a homeless family center. For more information about the Cortez Hill Family Center, contact the **Community and Economic Development Department** at (619) 533-6280.

PARKING MADE EASIER

Debit Cards Save Time and Money

Say goodbye to scrambling for parking meter change with the City's convenient parking meter debit card system. These debit cards provide a convenient way to navigate San Diego's Centre City, Uptown, Mid-City areas and surrounding neighborhoods that have metered parking. By using these handy cards, parking customers are able to purchase parking meter time in advance, in two denominations — \$10 (10 hours) and \$45 (45 hours).

Many businesses are finding that the cards are simplifying how they conduct business by eliminating the hassle of parking change, saving money by providing refunds for unused time left on the meter and simplifying record-keeping of parking expenses.

Parking meter debit cards are available at several convenient locations, including:

- ⇒ City of San Diego Parking Management Division offices in downtown at 1255 5th Avenue
- ⇒ City of San Diego Community Service Centers (15 locations citywide, visit www.sandiego.gov for locations)
- ⇒ Uptown Partnership offices (619/298-2541)
- ⇒ Uptown Information Kiosk at 5th & University Avenue in Hillcrest
- ⇒ Vendors/Retailers throughout the Uptown area.

For more information about how parking debit cards operate and where to obtain them, visit the City's web site at www.sandiego.gov and click on "business," then "small business assistance."



Did You Know...

Small Businesses are the Backbone of San Diego's Economy:

Current, Registered Businesses in the City of San Diego			
# businesses with 12 or fewer employees	=		60,465
# businesses with 13 to 50 employees	=		4,204
# businesses with 51 or more employees	=		1,511
Total # current, registered businesses	=		66,180



Numbers You Can Use

This list of resources provides contact information for agencies that can help entrepreneurs plan, finance, site, and market a successful business in San Diego.

Information, Research and Program Assistance

City's Office of Small Business - (619) 685-1390, www.sandiego.gov

City of San Diego Public Library, (619) 236-5800, www.sandiego.gov

U.S. Small Business Administration - (619) 557-7250, www.sba.gov/regions/states/ca/sandiego/

San Diego Association of Governments (*for demographics*)- (619) 595-5353, www.sandag.co.gov

San Diego Regional Chamber of Commerce - (619) 232-0124, Chamber's Economic Research Bureau, Info Store - (619) 544-1344, www.sdchamber.org

Business Consulting

Service Corps of Retired Executives (SCORE) - (619) 557-7272, www.score-sandiego.org

Small Business Development & International Trade Center (619) 482-6391, www.sbditc.org

Fermanian Business Center - (619) 849-2572, www.ptloma.edu/fermanianbusinesscenter/index.htm

Construction

Zoning, New Construction & Remodeling

City's Development Services Department

Zoning: (619) 236-6490, Permits: (619) 236-6270, www.sandiego.gov

Government Contracting

Certification for City Contracts

City of San Diego Contract Services, Equal Opportunity Contracting Program - (619) 533-4464, www.sandiego.gov

Registration as a vendor to the City

City of San Diego Purchasing Division, (619) 236-6000, www.sandiego.gov

Certification as a Small Business with the state

Office of Small Business Certification & Resources, California Department of General Services (916) 322-5060, www.osmb.dgs.ca.gov/

Assistance with all Government Contracting

Contracting Opportunities Center - (619) 285-7020, <http://home.pacbell.net/sdcoc/>

Legal/Organizational/Employment

Employment Eligibility

Immigration and Naturalization Services -(800)755-0777, www.ins.usdoj.gov

Fictitious Business Name

Assessor, Recorder, County Clerk - (619) 237-0502, www.co.san-diego.ca.us/cnty/cntydepts/general/assessor/

Incorporation Information

California Secretary of State - (619) 525-4113, www.ss.ca.gov

Social Security Information

Social Security Administration - (800) 772-1213, www.ssa.gov

Wage & Hour Information

U.S. Department of Labor - (619) 557-5606, www.dol.gov

Loans/Financing/Grants

ACCION San Diego (requires at least six months of business operation) - (619) 685-1380, www.accion.org/programs/
CDC Small Business Finance - (619) 291-3594, www.cdcloans.org

California Southern Small Business Development Corp./State of California Loan Guarantee Program - (619) 232-7771

Southeastern Economic Development Corp. (SEDC) Revolving Loan Fund - (619) 527-7345

EmTek (Emerging Technologies) Loan Fund - (619) 533-7502, www.sandiego.gov

Storefront Improvement Program (rebate program), City's Office of Small Business - (619) 685-1390, www.sandiego.gov

Permit Assistance/Troubleshooting

City's Small Business Advocate - (619) 685-1386, www.sandiego.gov

San Diego Regional Permit Assistance Center (A partnership of the city, county and state) (619) 236-5938, www.calgold.ca.gov

Office of Permit Assistance, California Technology, Trade and Commerce Agency - (619) 645-2657, www.commerce.ca.gov/sdro/

Taxes/Licensing/Permits

Air Pollution Control

County Small Business Assistance Program - (619) 694-3307, www.co.san-diego.ca.us/cnty/cntydepts/landuse/air/

Alcohol Sales Licensing

State Alcoholic Beverage Control - (619) 525-4064, www.abc.ca.gov

Business Tax Certificate (License)

City Treasurer's Office - (619) 236-6613, www.sandiego.gov

Community Service Centers- www.sandiego.gov

Health Permits

County Environmental Health - (619) 338-2222, www.co.san-diego.ca.us/cnty/cntydepts/landuse/env_health/

Income Tax Information

Internal Revenue Service <http://www.irs.treas.gov> - (800) 829-1040, Forms and Publications: (800) 829-3676, www.irs.treas.gov

Payroll Taxes

State Employment Development Department - (619) 516-1920, www.edd.cahwnet.gov

Property Tax Information

Assessor, Recorder, County Clerk - (619) 236-3771, www.co.san-diego.ca.us/cnty/cntydepts/general/assessor/

Resale Number - Seller's Permit

State Board of Equalization - (619) 525-4526, www.boe.ca.gov

Worker's Compensation

State Compensation Insurance Fund - (858) 552-7000, www.scif.com

Trade

Export Information

Department of Commerce - (619) 557-5395, www.doc.gov

Import & Customs

U.S. Customs Service

Airport and Seaport (619) 557-5370, Otay Mesa Border (619) 661-3281, San Ysidro Border (619) 662-7201, Tecate Border (619) 478-5356, www.customs.treas.gov

Internet Business, Mail or Telephone Order Business

Federal Trade Commission - (877) 382-4357, www.ftc.gov

International Trade

San Diego World Trade Center - (619) 615-0868, www.sdwtc.org

**There are a number of other agencies that provide services to businesses in the City of San Diego. For a more detailed listing, visit the City's web site at www.sandiego.gov.*



THE CITY OF SAN DIEGO

Business Matters

FALL 2001

Published by the City of San Diego's
Community and Economic Development Department
Hank Cunningham, Director

**“Improving the Quality of Life
and Ensuring a Healthy Economy for All San Diegans”**

Our Mission:

With an emphasis on urban core neighborhoods and low and moderate income residents, the Community and Economic Development Department improves the quality of life and ensures a healthy economy for all San Diegans through job development, business development, neighborhood revitalization, public improvements, redevelopment, social services, and revenue enhancement.

Circulation/Distribution:

75,000 Quarterly

(Distributed to all current businesses
in the City of San Diego and business assistance organizations)

Sponsorship Opportunities, Questions, or Comments:

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Subscriptions/Address Changes: (619) 685-1390 or sdbusiness@sandiego.gov

Skyline Photograph: ©James Blank, Scenics of America, (619) 421-0611

Sponsored in part by:



A Sempra Energy™ company

*Partially funded by the City's Small Business Enhancement, Foreign Trade Zone and Parking Meter District Programs.
Additional funding has been provided by the City's Neighborhood Code Compliance Department.*

This information is available in alternative formats upon request.



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Business Assistance Programs - City of San Diego:

Small Business Assistance Programs:

(Office of Small Business/Revitalization)

(619) 685-1390

Business Improvement Districts

Business Outreach/Resource Information

Citywide Technical Assistance Grant Program (for non-profit organizations serving small businesses)

Infrastructure Impact Program

Neighborhood Commercial Revitalization

Small Business Advisory Board

Small Business Advocate

Storefront Improvement Rebate Program

Other Business Assistance Programs:

(Economic Development/Redevelopment)

(619) 533-4CED (4233)

Business Expansion and Retention Assistance

Economic Development Bond Financing

Emerging Technologies Loan Fund

Enterprise Zones (Metropolitan, NTC, South Bay)

Foreign Trade Zone

Parking Meter District Program

Recycling Market Development Zone (Environmental Services Department, 858-492-5010)

Redevelopment Opportunities/Incentives



Mark Your Calendar

OCTOBER

October 24 - Patent, Trademark & Copyright

Question & Answer Session, 6:30 pm, FREE, by Karl M. Steins, Registered Patent Attorney, at the Central Library, Commission Room, Registration: (619) 238-6630.

NOVEMBER

November 7 - SBA Programs & Services,

6:00 pm, FREE, by the San Diego District Office, U.S. Small Business Administration (SBA), at the City of San Diego Central Library, Auditorium, Registration: (619) 238-6630.

November 8 - Human Resources and Small

Business (Part II), 7:30 to 9:30 am, \$25-\$45, by the San Diego Regional Chamber of Commerce, Registration: (619) 544-1365.

November 14 - The Killer Product: Building

Barriers to Competition, 8:00 am to 12:00 pm, \$35-\$45, by the San Diego Regional Technology Alliance, Registration: www.sdrta.org.

DECEMBER

December 3 - Legal Issues in Cyberspace,

6:00 pm, FREE, by Mark Miller, Attorney, at the

City of San Diego Central Library, Computer Lab, Registration: (619) 238-6630.

December 11 - Getting Your Company Ready

for Venture Capital Money, 7:30 am to 9:15 am, \$40, by the Foundation for Enterprise Development, Registration: www.fed.org or call (858) 826-1690.

December 12 - The Right Team: Building

Your Management Force, 8:00 am to 12:00 pm, \$35-\$45, by the San Diego Regional Technology Alliance, Registration: www.sdrta.org.

YEAR-ROUND

The Service Corps of Retired Executives

(SCORE) offers workshops on topics ranging from computerized bookkeeping to advertising, publicity and sales techniques. For detailed information on workshops scheduled this fall, contact SCORE at (619) 557-7272 or visit www.score.sandiego.org

The City of San Diego also highlights events and opportunities for business at www.sandiego.gov. Look for “economic development.”



Coming Soon in the Winter Issue:

➤Community Service Centers Help Businesses

➤Code Compliance Tips

➤Enterprise Zone Incentives

➤Energy Info

➤EmTek (Emerging Technologies) Loan Fund

➤Business Improvement Districts

➤Seminars

➤And Much More...

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